

LYNCHBURG CITY COUNCIL REPORT

Meeting Date: February 12, 2002

Council Report # 11

Contact: Kimball Payne (847-1443)

Report Writer: Mark F. Courtney (582-1150)

Subject: Virginia Department of Aviation Air Service Development and Enhancement Grant

Purpose of Action:

- Appropriation of funding for this project in the Airport Projects Grant Fund
- To authorize the City Manager to execute the necessary Virginia Department of Aviation grant documents for this project

Requested Action: Appropriation of funding to conduct air service development and enhancement activities

Funding:	Source	One-time	Totals
	State	\$20,000	\$20,000
	Totals	\$20,000	\$20,000

Prior Action: January 9, 2002 – Grant offer from the Virginia Department of Aviation
February 5, 2002 – Finance and Planning Committee Review

Attachments: None

Resolution/Ordinance:

BE IT RESOLVED That \$20,000 is appropriated in the Airport Projects Grant Fund for Air Service Development and Enhancement activities, with reimbursement of \$20,000 from a Virginia Department of Aviation grant; and

BE IT FURTHER RESOLVED That the City Manager is authorized to execute the necessary documents for this grant activity; and

BE IT FURTHER RESOLVED That the Financial Services Director is authorized to provide temporary loans as necessary to fund this project.

Introduced:

Adopted:

Certified:

Clerk of Council

031L

Other Information:

Funding for air service development and enhancement activities is available through a Virginia Department of Aviation (DOAV) special grant fund, with a maximum grant amount of \$20,000. A local match of 50 percent is required, bringing total airport funding for the program to \$40,000. The local share of the activities are budgeted and charged to the Airport Administrative cost center in the Regional Airport Fund.

This grant will be used by Lynchburg Regional Airport to conduct various analytical and market-based studies and surveys in order to support the air service development program of the airport. Airport staff will utilize both primary and secondary market research in order to quantify and qualify air service market demand, revenue trends, service quality and other relevant market data. Primary research will be mainly comprised of various passenger and travel agency surveys, while secondary market research will encompass obtaining and manipulating various government and industry data available through outside sources. Besides maintaining a data base of current airline, market, economic and pricing data about Lynchburg's air service area, this information will be incorporated into airline marketing materials to be presented to existing and prospective carriers in attempts to improve air service at Lynchburg Regional Airport.

In order to supplement airport staff in support of air service development, it is also expected that the grant will be used for the selective, targeted use of air service consulting services as needed. In addition, it is expected that portions of the grant will be used to augment and leverage funding by the Air Service Development Committee of the Lynchburg Regional Chamber of Commerce as part of the airport's public/private partnership with that organization.